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Mr. Stanley S. Kresge
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Among other things, he refused to work, or allow work to be done, on Sunday. There were times when his crops were threatened and his future placed in jeopardy, but he held to this principle with the stubbornness characteristic of pioneer stock. I am sure he suffered some serious economic setbacks because of it, but I am not at all sure he lost anything of great worth in the process.

I know something of the pressures under which a great corporation like yours is placed when it faces ruthless, godless competition. Perhaps you have tried every merchandising scheme and every other avenue available to meet this kind of competition. It does seem, however, that a combination of major reputable corporations seeking to maintain spiritual values in the business world could use the mediums of advertising and merchandising to defeat this sort of competition.

The man who is at the moment head of the Chicago Division for Woolworth's was a member of Hennepin Avenue Church in Minneapolis for many years while I was there. He is a dedicated Christian gentleman and a man for whom I have great respect. If I could do anything to arrange a conversation which would be fruitful concerning the Chicago area, you know I would be more than glad to do it.

But here I am, rushing in where angels fear to tread! I simply want to register my reaction and I know I represent hosts of other people in this feeling concerning Sunday shopping. If it will count for anything, I am glad. If it embarrasses you in any way, please accept my humble apology.

Now about the College of Preachers--just this one word. I have written you a second letter which I hope your secretary has gotten to you. I mentioned it to you at Albion, but only briefly. It would be a great and thrilling thing to